UNPAID INTERNSHIP DESCRIPTION

INTERNSHIP HOST INFORMATION

State Department / Agency: Quality of Life (Department of Agriculture)

State Division / Office: Michigan Grape and Wine Industry Council

Location of Internship: Lansing

INTERNSHIP SCHEDULE

Internship Time Period: Winter/Spring (Jan - Apr) - 2013 Summer (May-Aug) - 2013	**Internship Hours Requested Per Week:** 20

PREFERRED EDUCATION

Major / Minor: Journalism, English, Marketing

Level of Education: Open to Undergraduates and Graduates

Preferred Skills / Qualifications:
- Exceptional written and verbal communication
- Ability to write professional, positive and marketable materials
- Understanding of social media technology, resources and tools
- Ability to use good judgment when posting content to media resources
- Basics of using marketing for promotional purposes

Through this internship, student intern will develop or further strengthen the following competencies:

☐ Adaptability	☐ Continuous Learning	☐ Initiating Action
☐ Building Strategic Working Relationships	☐ Contributing to Team Success	☒ Innovation
☐ Building Trust	☒ Customer Focus	☐ Planning & Organization
☐ Coaching	☐ Decision Making	☒ Tech/Prof Knowledge & Skills
☒ Communication	☒ Follow-Up	☐ Work Standards

INTERNSHIP DESCRIPTION

Internship Title: Media Relations Intern - MDA

Intern Responsibilities / Projects:
- Develop and implement a media relations strategic plan for Michigan Grape and Wine Council
- Ability to use various research techniques to locate and analyze relevant data
- Work with the department in creating a positive and optimistic perspective of the agency
- Define the social media goals and objectives by using the department's mission and value statements
- Write professional, positive and marketable stories for the media

This internship will start immediately and will continue through the Summer 2013 semester.

With questions or for more information about the State of Michigan Internship Program, please contact:
Civil Service Commission, Career Services, 800-788-1766, MCSC-CareerServices@michigan.gov

Page 1 of 2

UNPAID INTERNSHIP DESCRIPTION

APPLICATION PROCESS

Submit: 1) internship application, 2) résumé, 3) cover letter, and 4) academic history to:
MCSC-CareerServices@michigan.gov or 517-373-7690 (fax).

With questions or for more information about the State of Michigan Internship Program, please contact:
Civil Service Commission, Career Services, 800-788-1766, MCSC-CareerServices@michigan.gov

Page 2 of 2